



KTVI
2250 Ball Drive
St. Louis, MO 63146
(314)213-2222

CONTRACT

<u>Contract / Revision</u> 571948 /		<u>Alt Order #</u> 09806985
<u>Product</u> ED MARTIN ATT GEN		
<u>Contract Dates</u> 10/09/12 - 10/15/12		<u>Estimate #</u> C09C15
<u>Advertiser</u> Martin/R/AG/MO		<u>Original Date / Revision</u> 10/08/12 / 10/08/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KTVI	<u>Account Executive</u> Jared Salles	<u>Sales Office</u> Washington DC
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
		<u>Total Ratings</u> 43.30
<u>IDB#</u> 1046	<u>Advertiser Code</u> MART	<u>Product Code</u> ORDR
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Smart Media Group LLC
814 King Street
Suite 400
Alexandria, VA 22314

Com

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Rtn	Type	Spots	Amount
1	2	10/09/12	10/09/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$225.00	2.70			
2	2	10/10/12	10/10/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$225.00	2.70			
3	2	10/11/12	10/11/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$225.00	2.70			
4	2	10/15/12	10/15/12	M-F 9a-10a	9a-930a		:30				NM	1	\$225.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$225.00	2.70			
5	2	10/11/12	10/11/12	M-F 9p-10p	930p-10p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	---T---				1	\$850.00	4.30			
6	2	10/15/12	10/15/12	9p News Delayed	10p-1030p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$850.00	4.30			
7	2	10/14/12	10/14/12	9p News Delayed	930p-10p		:30				NM	1	\$850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$850.00	4.80			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Rtg</u>	<u>Type</u>		
	1	2	10/08/12-10/14/12	9p News Delayed	930p-10p	-----SL	:30		\$850.00	4.80	NM		
			See MG 7.2										
	2	2	10/14/12-10/14/12	9p News Delayed	930p-10p	-----SL	:30		\$850.00	4.80	NM		
			Ⓜ MG for 7.1 10/14										
8	2	10/14/12	10/14/12	9p News Delayed	10p-1030p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$800.00	3.90			
9	2	10/15/12	10/15/12	MLB Championship Series	630p-10p		:30				NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/15/12	10/21/12	M-----				1	\$1,300.00	5.40			
10	2	10/09/12	10/09/12	FOX Prime Tuesday 7-8p	7p-8p		:30				NM	1	\$2,200.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified. LocalTV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity.



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<u>Contract Dates</u>	<u>Product</u>	<u>Estimate #</u>
10/09/12 - 10/15/12	ED MARTIN ATT GEN	C09C15

<u>Advertiser</u>	<u>Original Date / Revision</u>
Martin/R/AG/MO	10/08/12 / 10/08/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$2,200.00	4.60			
11	2	10/12/12	10/12/12	FOX Prime Friday 7-8p	7p-8p		:30				NM	1	\$650.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	----F--				1	\$650.00	2.20			
12	2	10/14/12	10/14/12	Rams Game Day Live	1030a-11a		:30				NM	1	\$575.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$575.00	3.00			
13	2	10/14/12	10/14/12	St Louis Rams	12n-3p		:30				NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-----S				1	\$6,000.00	0.00			
14	2	10/09/12	10/09/12	M-F 430-5a KTVI News	430-5a		:30				NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	-T-----				1	\$150.00	0.00			
E 15	2	10/10/12	10/10/12	M-F 430-5a KTVI News	430-5a		:30				NM	1	\$100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		10/08/12	10/14/12	--W----				1	\$100.00	0.00			
Totals										43.30		15	\$15,225.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/15/12	15	\$15,225.00	\$12,941.25
Totals	15	\$15,225.00	\$12,941.25

Signature: _____ **Date:** _____

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